

Kayo Digital's

Website support.

Prepared by

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Kayo Digital

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kayo.digital

Who we are.

We're a team of specialists who complement each other and solve clients' problems—**making real-world change through a better understanding of your clients and technology.**

Clients including Plain & Simple, The NHS, Macknade, Driscoll's, Parson's Nose and VW have relied on us to build and maintain cutting-edge websites and software to give them a competitive edge in an age of disruption.

Kayo Digital has four key values we live by. These are:

- + We work as a team.
- + We use evidence.
- + We make real life differences.
- + We provide a quality solution.

WE DELIVER HIGH PERFORMING WEBSITES

Our team's expertise includes:

- + Web design (UX and UI)
- + Project Management
- + Front-end development
- + Back-end development
- + Software development
- + Content Strategist
- + Digital Strategist



14

full time UK based employees

Plus additional individuals who are
used on a freelance basis
[all based in the UK]



- + Incorporated 2010
- + Self-funded
- + Hourly rate is a flat rate of £105

Services.

- + High performing websites
- + Design (UI and UX)
- + CRO and UX research
- + Software and integration

How we give back.

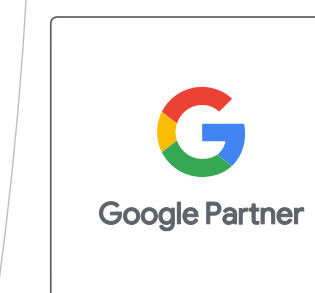
- + Guest lecturers at Kent University and Birkbeck University
- + Industry adviser to the Kent Community Foundation IT Committee
- + We're green conscious, reducing our carbon footprint as much as possible
- + We sponsor local activities, including the Sittingbourne Carnival
- + We regularly give to charity. Our most notable campaign being when we encouraged companies UK wide to donate X amount of Christmas funds to food banks

Some quick credentials.

- + Winner in the UK Dev Awards 2021 and 2023
- + Winner in the UK Agency Awards 2020
- + Regular contributor to KMTV and other media outlets, including BBC Radio Kent



Accreditations



Support and maintenance .

We provide a **two-stage** support service:

STAGE ONE

Hypercare.

The project team will continue to work with you, providing support services for a 3-month period following the website moving to our hosting environment.

Please note this is optional.

STAGE TWO

Ongoing Support.

After the hypercare phase, our dedicated support team will continue to assist you.



Hypercare.

Hypercare begins when you join our service and continues for a 3-month period.

During this time, we provide additional support for both the website and your team as you become familiar with the system.

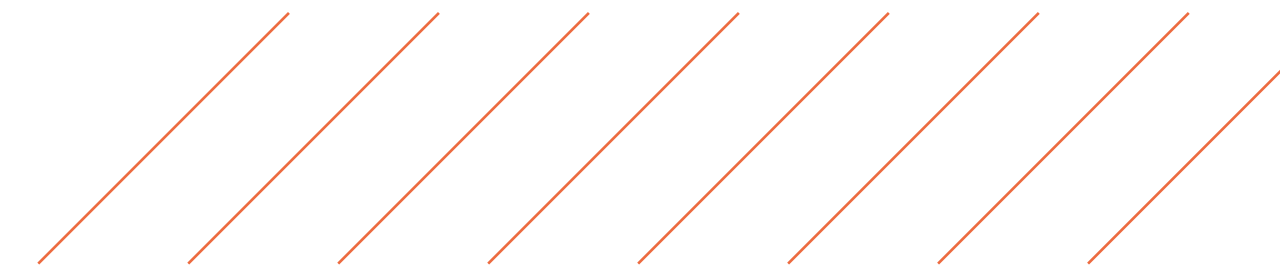
This may include:

Snag fixing

Additional training, as needed

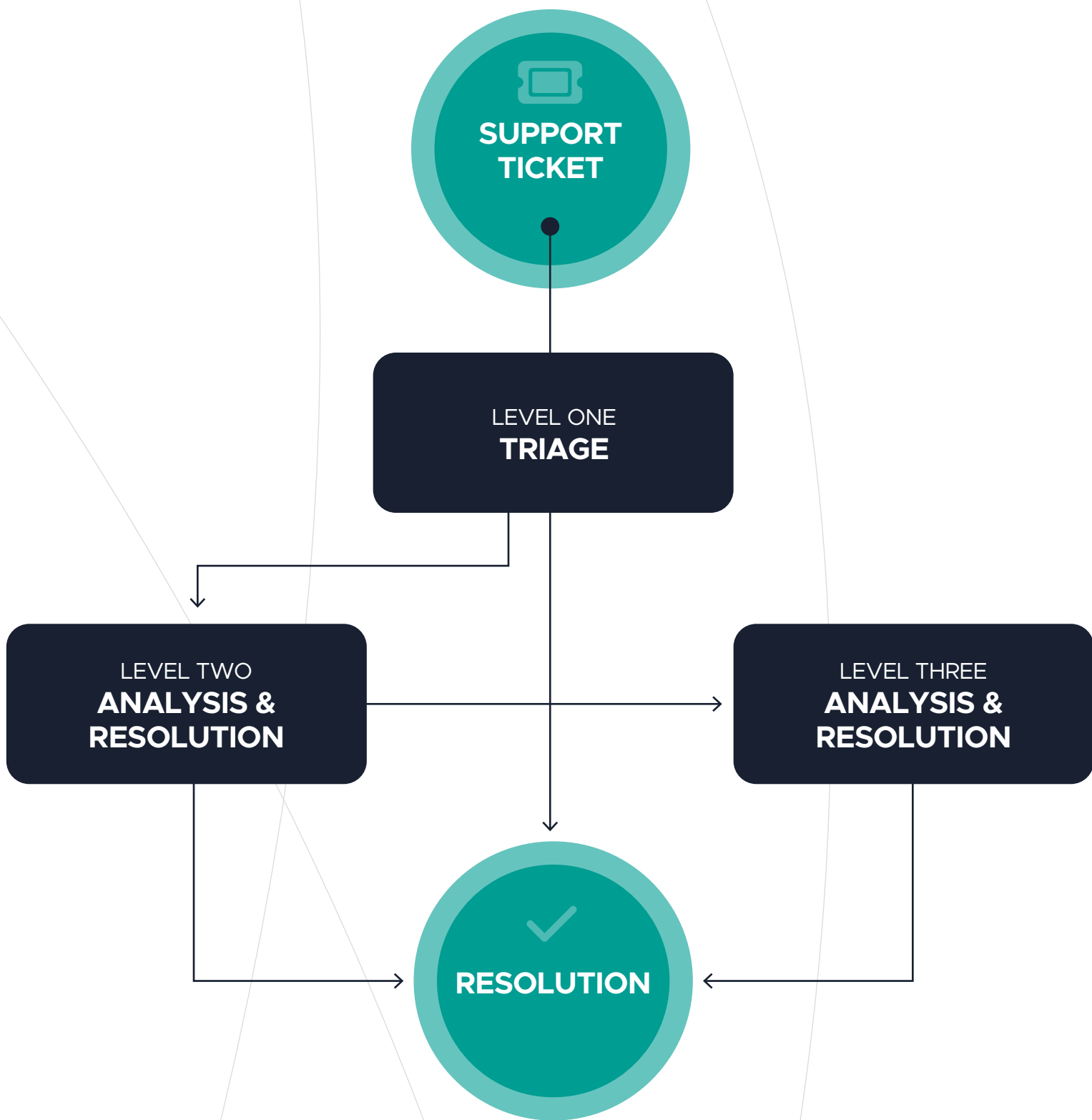
Ongoing support

Throughout the hypercare phase, there will be regular checkpoints to ensure progress is on track.



Ongoing support.

Our incident management process allows for fast mitigation of any impact:



Our proactive support team is dedicated to managing all incidents and problems through to effective resolution.

LEVEL ONE.
SUPPORT TEAM

- ✓ Provides initial troubleshooting and assistance for common issues.
- ✓ Handles routine inquiries and basic problem resolution.

LEVEL TWO.
OFF SHORED SPECIALISED TECHNICAL SUPPORT

- ✓ Offers advanced technical assistance beyond Level One capabilities.
- ✓ Investigates and resolves complex incidents that require deeper expertise.
- ✓ Escalates unresolved issues to Level Three when necessary.

LEVEL THREE.
EXPERT SUPPORT FROM THE PRODUCTION DIRECTOR

- ✓ Delivers the highest level of technical expertise and resources.
- ✓ Responsible for investigating and resolving the most intricate and challenging incidents.

MONITORING, COMPLIANCE AND ALERTING

24 hours peace of mind.

We provide comprehensive 24/7 monitoring and alerts, utilising market-leading technology directly integrated with our support team. Alerts are delivered via text messages and emails.

Monitoring and alerts cover:

Transaction monitoring (e.g., when a designated web events or purchases fail)

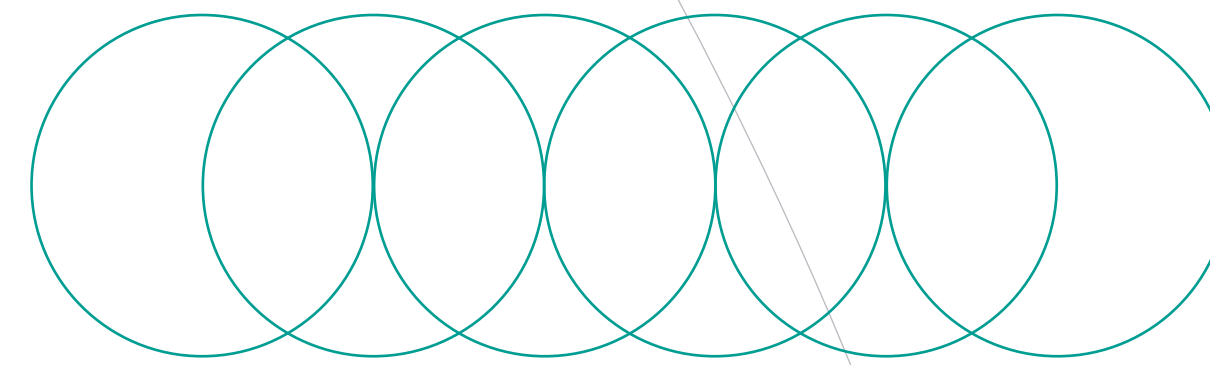
- ✓ Platform status monitoring (e.g., detecting website downtime)
- ✓ GDPR compliance and cookie compliance through our cookie banner



Our security and compliance.

Kayo Digital's process and maintenance, ensures all websites we produce meet security and compliance requirements. We do this by:

- Keeping your Umbraco CMS installation up to date with the latest patches and security updates.
- Restrict access to the Umbraco back-office to only authorised users. Configure IP restrictions or use secure VPN connections to limit access to the administration area. We can also offer two factor authentication; we would be instructed by you if you would like this.
- Implement secure communication protocols, such as HTTPS, to encrypt data transmission between the server and clients. This helps protect sensitive information, such as user credentials or personal data.
- Regularly back up your Umbraco CMS installation and database to ensure you can quickly restore your website in case of data loss or security incidents.
- Our projects follow the ICO's "Privacy in the product design lifecycle" standard.
- To comply with PECR, a comprehensive cookie usage policy will be put in place for users to opt-in for analytics as per ICO/PECR guidelines.
- Data capture forms are GDPR compliant with users-controlled opt-ins for providing data.
- We develop to an OWASP Application Security Verification Standard.



Costs.



Hosting options

Kayo managed hosting services are provided using Microsoft Azure and include the following:

- ✓ Security patches / updates (Server and CMS)
- ✓ SSL Certificate
- ✓ Uptime Monitoring (Pingdom)
- ✓ Transaction Monitoring (Pingdom)
- ✓ GDPR Compliant Cookie Banner (OneTrust)
- ✓ Service Level Agreement
- ✓ Backup



Did you know
Our hosting is 100% carbon neutral



Server options:

Geo redundant server

Everything you get with a dedicated server, but the servers are distributed over multiple data centres in different geographies.

£585 + VAT
Per month

Dedicated server

Recommended

A single virtual server and software license dedicated to your website and staging site. This ensures that your data is separated from any other company and that all server resources are dedicated to running your website alone. Meaning better security, speed, benefits to SEO and flexibility.

£350 + VAT
Per month

Transparent, consistent pricing

Single, blended flat rate for all roles and seniorities

We operate a single, blended rate regardless of role or seniority. This means the same hourly cost applies whether work is delivered by designers, developers, strategists or technical specialists.

Key benefits

- ✓ Clear and predictable pricing
- ✓ No role-based rate inflation
- ✓ Flexibility to use the right expertise at the right time

DAY RATE
£745

HOURLY RATE
£105

Continuous improvement

Optional Monthly/ongoing
(recommended)

- Flexible agreement – hours can:
scale up or down depending on your
[website’s] needs (with greater than
one month’s notice)
- Regular catch ups
- Access to UI/UX designers,
digital strategists, data specialists
and the development team

Monthly reports

Agreed monthly jobs

Priority support from the Kayo Digital
team

Retainer options and break points:

4-24 hours per month	25–49 hours per month	50+ hours per month
£105 + VAT Per hour	£100 + VAT Per hour	£95 + VAT Per hour

We wouldn’t want to recommend a cost until we’ve had a catch-up with you. However, for ease, please see the potential costs and breakpoints outlined above.

Some of our clients



Thank you



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